

## CLAIMS

1. A method for allowing access to at least one Web site using an interactive television, comprising the acts of:

establishing an access restriction table, the access restriction table including plural virtual channels, each virtual channel correlating to at least one Web site address;

making the access restriction table accessible to the television;

and

selectively enabling a consumer to access a Web site address using the interactive television by selecting a virtual channel.

2. A method for correlating Web pages to virtual channels for display thereof on a television, comprising:

generating a table correlating plural Web addresses with respective virtual channel numbers;

receiving a user selection of a virtual channel number; and

accessing the table to selectively retrieve the address associated with the virtual channel number, such that content associated with the address can be displayed on the television.

3. The method of Claim 2, wherein the virtual channel numbers are established by telephone numbers.

4. The method of Claim 2, wherein the table is stored at the television.

5. The method of Claim 2, wherein the table is stored remote from the television and streamed thereto.

6. The method of Claim 2, further comprising setting a restriction flag on each entry in the table, the flag indicating whether content associated with the address of a selected virtual channel can be displayed.

7. An interactive television system, comprising:

at least one server having Internet addresses stored therein, each address being associated with a respective virtual channel number; and

at least one interactive television, the interactive television system server including a table for selectively allowing access to at least one Web site using the interactive television.

8. The system of Claim 7, comprising:

logic means for enabling a consumer to access content stored at a Web server using an interactive television;

logic means for recording at least a portion of the content accessed and a time of access to render at least one access record; and

logic means for billing the consumer at least partially based on the access record.

9. The system of Claim 7, further comprising:

logic means for storing access records in a memory.

10. The system of Claim 7, further comprising:

logic means for retrieving access records from the memory; and

logic means for determining whether an access record contains billable content.

11. The system of Claim 10, further comprising:

logic means for determining whether the access record contains content for private viewing or public viewing.

12. A method for correlating plural Web site addresses to plural virtual channels, comprising the acts of:

providing at least one correlation table stored in an interactive television.

13. The method of Claim 12, wherein each virtual channel correlates to one and only one Web site address.

14. The method of Claim 12, wherein at least one virtual channel number is established by a consumer.